



THE CITY OF SAN DIEGO

Community and Economic Development Department
Office of Small Business
600 B Street, Fourth Floor
San Diego, CA 92101



THE CITY OF SAN DIEGO

Storefront Improvement Program

Community and Economic Development Department

Office of Small Business

AFTER

BEFORE



L.A. Rack: Pacific Beach



Program Summary: The Storefront Improvement Program (SIP) was created in 1986, and is designed to enhance and revitalize commercial neighborhoods throughout the City of San Diego. As part of a comprehensive approach to small business assistance and neighborhood revitalization, the City of San Diego will rebate small businesses or property owners as an incentive to improve their storefronts consistent with design standards for their commercial areas.

The Storefront Improvement Program stimulates private investment and customer patronage in the City's commercial districts by focusing on revitalizing building facades visible to customers, neighboring merchants, and residents.



Ginseng: Golden Hill

Eligibility Criteria:

The Storefront Improvement Program will accept applications from small businesses (with 12 or fewer employees) and property owners who lease space to small businesses. All applicants must possess a valid City of San Diego Business Tax Certificate.

The City's Office of Small Business administers the program and selects projects that provide the greatest public benefit to commercial districts in need of revitalization. Each application is subject to review for eligibility. The SIP Program Manager considers one or all of the factors listed below:

- ❖ Current condition of the building/facade
- ❖ Complements City's public improvement strategies
- ❖ Community need/demand for change
- ❖ Neighborhood code compliance issues
- ❖ Conformity to community design guidelines
- ❖ Creative value of the project

Program Exclusions: national franchises, large office buildings in excess of 80,000 square feet, residential rental buildings (apartments), home-based businesses, government owned or occupied buildings, churches and other religious institutions.

Program Procedures:

The SIP Program Manager will review applicant's goals and budget to determine if applicant is willing and able to complete the project within program guidelines. If the applicant fails to meet any of the requirements or does not follow program procedures stated in the contract and/or listed below, the City of San Diego has the right to terminate applicant's participation in the program without a rebate. The following procedures must be followed:



East Village Coffee House: Downtown

1. Applicant must submit application and two 8"x10" color photos of the building facade. Digital reprints are not accepted.
2. Selected applicants will be sent participant packets, a certificate of ownership form, and notification of fees.
3. Upon first appointment, applicant submits refundable* deposit of \$250 in the form of a cashiers check or money order ***made payable to the City Treasurer. Personal or business checks will not be accepted.***

**Deposit is only refundable upon the completion of an approved storefront improvement project.*

Additionally, the Program Manager assigns a licensed architect to the project (10 to 15 hours of time, depending on the size or complexity of the project).

4. Certificate of general liability of the applicant’s insurance policy with at least \$1 million in coverage must be obtained. The City of San Diego must be named as additional insured and it should be mailed directly to the Office of Small Business.

5. After there is an agreement on the design, applicant should acquire contractor bids for all work specified. The bid should have dollar amounts associated with each line item to be done. The contractor's state license number must be on the bid.

6. Certificate of Worker’s Compensation Insurance from the contractor or all subcontractors must be submitted naming the City of San Diego as a certificate holder. If the contractor/subcontractor will not be using any employees on the job, he or she can write and sign a letter on his or her company letterhead exempting them from requiring Worker’s Compensation (the original letter must be sent in). Applicant is responsible for having contractor/subcontractor comply with the above.

7. The property owner completes a certificate of ownership form and the participant signs a contract with the City for the scope of work proposed.

Very Important: Applicant must sign an agreement before any work commences on the project.



Caffè Calabria:
North Park



THE CITY OF SAN DIEGO

APPLICATION

Storefront Improvement Program



Applicant Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____

Business and/or Property Name: _____

Business and /or Property Address: _____

City: _____ Zip: _____

Phone: _____ Fax: _____

Business tax certificate (license) number: _____

Property Owner: ☐ Yes ☐ No Business Owner: ☐ Yes ☐ No

Property Owner leases to small business ☐ Yes ☐ No

(Small business = 12 or fewer employees)

Please indicate what improvements you wish to make to the exterior of your building: (Minimum 2)

☐ Awnings ☐ Lighting ☐ Paint ☐ Windows

☐ Landscaping ☐ Windows (replace/fix) ☐ Signs

☐ Security System (not iron bars) ☐ Parking

☐ Tile (replace/clean) ☐ Doors (replace/clean)

☐ Other _____



PLEASE PRIORITIZE YOUR GOALS ON THIS PROJECT:

1-VERY IMPORTANT 2-IMPORTANT 3-NOT IMPORTANT

- _____ Upgrade image _____ Increase security
- _____ Beautify storefront _____ Increase business visibility
- _____ Help make neighborhood look better
- _____ Watching budget when making improvements
- _____ Restoring the building's historic architecture
- _____ Other _____

What is your project budget? _____

How did you hear about this program?

Community Planning Area: _____

District the business resides in: _____

☐ TWO 8X10 COLOR "BEFORE" PHOTOS ARE ENCLOSED.

I CERTIFY THAT THE INFORMATION ON THIS APPLICATION IS
CORRECT AND NO CONSTRUCTION WILL COMMENCE PRIOR
TO A SIGNED STOREFRONT AGREEMENT WITH THE CITY.

Signature: _____ Date: _____

Mail Application and Photos to:

City of San Diego
Community and Economic Development Department
Office of Small Business
600 B Street, Fourth Floor
San Diego, CA 92101

Rebates:

The City of San Diego offers three different rebate options.



Nelson Photo Supplies: India Street

- Standard Projects:** rebates the applicant for one-third of the construction costs up to a **maximum of \$5,000**.
- Historic Projects:** rebates the applicant for one-half of the construction costs up to a **maximum of \$7,500**. To qualify for the historic rebate incentive, the subject property must be designated by the City's Historic Resources Board as a historic structure and either classified as a contributing structure to a historic district or included on a locally defined historic building inventory. Furthermore, improvements must be consistent with the historical character of the property.
- Multiple Tenant Building Projects:** rebates property owners for one-third of the construction costs up to a **maximum of \$10,000** for commercial buildings that house multiple small business tenants (3 or more). Large office buildings in excess of 80,000 square feet are excluded from the program.

Questions: For more information about the City of San Diego's Storefront Improvement Program and other small business assistance available, contact the Community and Economic Development Department/Office of Small Business at **(619) 533-4233** or visit **www.sandiego.gov**.

Funded by the City of San Diego's
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*"Improving the Quality of Life and Ensuring
a Healthy Economy for All San Diegans"*

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